

What is claimed is:

- 1 1. A method for explaining search logic and results, comprising:
2 presenting a presentation model to explain how a system model relates a
3 plurality of search input elements to a comparison element, wherein
4 the system model is used to determine at least one search result;
5 presenting how the system model is related to the comparison element; and
6 presenting a relative importance of the system model in comparison with the
7 comparison element.

- 1 2. The method as recited in claim 1, further comprising:
2 presenting how parts of the system model are related to parts of the
3 comparison element.

- 1 3. The method as recited in claim 2, further comprising:
2 presenting a relative importance of the parts of the system model in
3 comparison with parts of the comparison element.

- 1 4. The method as recited in claim 2, further comprising:
2 presenting how parts of each of the plurality of search input elements are
3 related to parts of the system model.

- 1 5. The method as recited in claim 4, further comprising:
2 presenting a relative importance of the parts of the plurality of search input
3 elements in comparison with the parts of the system model.

- 1 6. The method as recited in claim 1, further comprising:
2 saving the system model.

1 7. The method as recited in claim 1, further comprising:
2 receiving a modification to the plurality of search input elements to create a
3 new plurality of search input elements;
4 determining a new at least one search result;
5 updating the system model to create a new system model incorporating the
6 modification;
7 presenting how the new system model is related to the comparison element;
8 and
9 presenting a new relative importance of the new system model in
10 comparison with the comparison element.

1 8. A machine for explaining search logic and results, comprising:
2 a processor;
3 a storage device coupled to the processor;
4 a search component storable on the storage device and executable on the
5 processor to accept at least one search input element and determine at
6 least one search result using a system model; and
7 a presentation component storable on the storage device and executable on
8 the processor to create a presentation of a presentation model relating
9 the system model to one of the at least one search result.

1 9. The machine as recited in claim 8, wherein:
2 the processor is a server; and
3 further wherein the processor is capable of receiving the at least one search
4 input element from a client.

1 10. The machine as recited in claim 8, wherein the processor is capable of
2 communicating in a wireless Internet environment.

1 11. A machine-accessible medium having associated content capable of
2 directing the machine to perform a method of explaining search logic and results,
3 the method comprising:
4 performing an application to accept at least one search input element and to
5 produce at least one search result using a system model, the
6 application having search logic;
7 presenting a presentation model to explain how the system model relates the
8 at least one search input element to a comparison element;
9 presenting a contribution of the comparison element to the system model;
10 and
11 presenting a relative importance of the system model in comparison with the
12 comparison element.

1 12. The machine-accessible medium as recited in claim 11, further comprising:
2 presenting a contribution of parts of the comparison element to parts of the
3 system model; and
4 presenting a relative importance of parts of the system model in comparison
5 with parts of the comparison element.

1 13. The machine-accessible medium as recited in claim 11, further comprising:
2 accepting at least one modification to the at least one search input element;
3 dynamically updating the system model and the presentation model;
4 dynamically updating the contribution of each of the comparison element to
5 the system model; and
6 dynamically updating the relative importance of the system model in
7 comparison with the comparison element.

1 14. The machine-accessible medium as recited in claim 11, wherein the
2 application is an electronic mail application.

- 1 15. The machine-accessible medium as recited in claim 11, wherein the
- 2 application is an Internet search engine.

- 1 16. The machine-accessible medium as recited in claim 11, wherein the
- 2 application is a database application.

- 1 17. The machine-accessible medium as recited in claim 11, wherein the
- 2 application is an e-commerce application.

- 1 18. The machine-accessible medium as recited in claim 11, wherein the
- 2 application is a document management application.

- 1 19. A user interface, comprising:
 - 2 receiving at least one search input element;
 - 3 presenting at least one search result using a system model; and
 - 4 presenting an explanation of search logic.

- 1 20. The user interface as recited in claim 19, wherein presenting an explanation
- 2 of search logic comprises:
 - 3 presenting a presentation model to explain how a comparison element is
 - 4 related to a system model.

- 1 21. The user interface as recited in claim 20, further comprising:
 - 2 presenting a relative importance of the comparison element to the system
 - 3 model.

- 1 22. The user interface as recited in claim 21, further comprising:
 - 2 receiving at least one modification to the at least one search input element;
 - 3 and
 - 4 dynamically updating the explanation of search logic.

1 23. A method for explaining search logic and results, comprising:
2 receiving a basis of a search, the basis comprising at least one item;
3 presenting the basis in a retained-items list;
4 creating a similarity profile from the retained-items list;
5 generating a suggested-items list from the similarity profile, the suggested-
6 items list comprising at least one item;
7 presenting the suggested-items list as search results; and
8 providing an option to present the similarity profile.

1 24. The method as recited in claim 23, further comprising:
2 receiving a selected item from the suggested-items list;
3 receiving a request for presentation of the similarity profile for the selected
4 item; and
5 presenting a presentation comparing the selected item to the similarity
6 profile.

1 25. The method as recited in claim 24, wherein presenting the presentation
2 comparing the selected item to the similarity profile comprises:
3 computing a profile-word importance for each word in the similarity profile;
4 computing a degree of match for each word in the selected item in relation to
5 the similarity profile using the profile-word importance;
6 presenting the profile-word importance for each word in the similarity
7 profile; and
8 presenting the degree of match for each word in the selected item in relation
9 to that same word in the similarity profile.